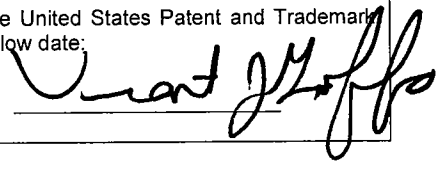


CERTIFICATE OF EFS FILING UNDER 37 CFR §1.8

I hereby certify that this correspondence is being electronically transmitted to the United States Patent and Trademark Office, Commissioner for Patents, via the EFS pursuant to 37 CFR §1.8 on the below date:

Date: September 26, 2008

Name: Vincent J. Gnoffo, 44,714

Signature: 

Our Case No. 12729/11

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

David Shen, et al

Serial No. 10/633,168

Filing Date: August 1, 2003

For METHOD AND APPARATUS FOR
ASSESSMENT OF
EFFECTIVENESS OF
ADVERTISEMENTS ON AN
INTERNET HUB NETWORK

)
)
) Examiner Donald Champagne

)
) Group Art Unit No. 3688

)
) Confirmation No. 4598

AMENDMENT A

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In reply to the Office Action dated June 27, 2008, Applicants respectfully request that the following amendments be entered and the remarks considered.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 8.